

The Innovative Model of Deep Integration of Universities and Cross-border E-commerce Enterprises in the New Era

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Abstract : In recent years, with the continuous development of the market-oriented economy, many cross-border e-commerce enterprises have risen, and many cross-border e-commerce enterprises have been born. These cross-border e-commerce enterprises have not only created a large number of job opportunities for the society, but also and it also plays a very important role in the innovation and development of enterprises. In the new era, the demand for talents in cross-border e-commerce is also increasing, and the increase in demand for talents will inevitably put forward new requirements for education. Many colleges and universities offer courses for e-commerce learning, which is very important for talents It is also of great significance to cultivate cross-border e-commerce enterprises and universities, and how to promote the development of the industry has become an important issue that people care about.

Keywords : Cross-border E-commerce; Universities; Talents; Innovation; Development

The cultivation of talents should be able to meet the requirements of the society. In the new market economy environment, many enterprises need to take the road of innovation, and cross-border e-commerce enterprises are no exception. As an important platform for my country's import and export trade, cross-border e-commerce enterprises play an important role in promoting the development of my country's trade. In the new era, how to make the talents cultivated by colleges and universities more suitable for the requirements of the post is what colleges and universities need to face seriously question. In the mode of talent training, colleges and universities should fully consider how to cultivate talents in line with social development, how to improve the mode of education and teaching, and how to improve the quality of education and teaching. Only by continuous innovation, school education keeping up with the development of the times, and continuous improvement of the quality of teaching, can we cultivate talents that meet the requirements of social development.

1. Problems of cross-border e-commerce enterprises and talent training in colleges and universities

The development of the Internet has promoted the development of a large number of cross-border e-commerce companies. Therefore, for a long period of time, there has been a large demand for talents in cross-border e-commerce. The excessive demand for talents in the e-commerce category is listed as follows:

1.1 There is a shortage of high-quality talents

In recent years, with the development of cross-border e-commerce, the demand for talents has entered a saturation period. This saturation means that the demand for general talents is relatively saturated, but the demand for high-quality talents is still relatively large. Cross-border e-commerce companies have relatively high requirements for technology talents, especially for computer professionals. In addition, the requirements for foreign language talents are relatively high, because foreign languages are often used when doing cross-border e-commerce trade. However, in recent years, many colleges and universities have obviously insufficiently

trained high-quality talents for e-commerce majors, resulting in unbalanced demand.

1.2 Colleges and universities have disadvantages in the training mode of talents

In the training mode of talents, talents should not be cultivated apart from the development of society. The cultivation of talents should keep up with the pace of the times, only in this way can talents who are in line with social development be cultivated. After investigation and research, it is found that in many colleges and universities, the cultivation of talents has obvious drawbacks. For example, they pay more attention to the study of theory and ignore the application of practice. Practice and theory cannot be separated. The study of theory is the foundation, while practice is the application of theory. If we talk about theory without practice, then it is impossible to truly learn professional courses.

1.3 Lack of professional knowledge and skills

In recent years, although major colleges and universities have made great innovations in the cultivation of talents, there are still many drawbacks, and the professional level of cultivated talents still needs to be improved. Cross-border e-commerce companies have relatively high requirements for students' professional ability. There are many unreasonable points in the professional setting of schools, which leads to disadvantages in the training of talents. For example, the setting of professional courses is unreasonable, and the emphasis is on theoretical learning and ignoring the role of practice, many college graduates lack the application of practice, which makes it difficult to adapt to the requirements of the post after graduation, and it is even more difficult for some positions that require high professional level, especially for cross-border enterprises like Jingjing E-commerce, it needs a higher professional level. Therefore, colleges and universities must pay attention to the cultivation of students' professional ability.

2. Research on the mode of common development of colleges and enterprises

Colleges and universities should formulate the goal of talent training according to the development of the society. In the training mode of talents, they should actively explore a set of effective models and continuously cultivate more talents for the society. A good development model is suggested as follows:

2.1 Set reasonable talent training goals

The goal of talent training should be in line with the development of society. If the training of talents is separated from the development of society, it is impossible to truly cultivate talents suitable for social development. Colleges and universities should actively explore, conduct sufficient research on the cross-border e-commerce industry, explore the nature of its development, and construct teaching tasks and talent training tasks according to the talents needed by the cross-border e-commerce industry, so as to ensure that talents can meet the social development. At present, the requirement for talents in the cross-border e-commerce industry is to be able to master the basic knowledge of foreign languages, marketing, computer, marketing and other majors. Colleges and universities can determine their own teaching tasks and goals according to the requirements of enterprises for talents.

2.2 Develop a reasonable teaching plan

The teaching plan should be formulated according to the students' own development and the teaching mode of colleges and universities. When formulating teaching plans, colleges and universities should be able to highlight the key points. For students in the process of learning, which content is the main and which is secondary. If necessary, it can be allocated reasonably, so as to promote the improvement of students' professional ability. In addition, the school should be able to adjust the teaching plan in a timely manner, and modify the inappropriate content of the original teaching plan to ensure that the new teaching plan can be applied to teaching in a timely manner, and continuously improve the level of education and teaching.

2.3 Implement the teaching mode of "school-enterprise cooperation"

School-enterprise joint education is an important way to cultivate students' practical ability. In this way, colleges and universities can provide a steady stream of talents for cross-border e-commerce enterprises in a timely manner, and cross-border e-commerce enterprises can provide students with a good practice platform, which is beneficial to both. However, in practice, because many colleges and universities do not have their own advantages in running schools, many cross-border e-commerce companies are unwilling to settle in or cooperate with colleges and universities. The development of both sides, colleges and universities should pay attention to this aspect. Improving their own school-running strength is a good way to solve this problem. Colleges and universities can improve their school-running strength in many ways. For example, in terms of teaching staff, many colleges and universities have poor teachers and can attract high school students with generous treatment. Quality talents improve the quality of the teaching staff. For schools with insufficient scientific research funds, there are various ways to apply for scientific research funds. In short, only by practically improving the quality of education and teaching can we attract more enterprises to settle in colleges and universities, improve the teaching environment, and promote the benign relationship between schools and enterprises.

developing.

2.4 Strengthen the construction of teaching staff

For many colleges and universities, teachers are the bottleneck restricting the development of teaching quality. For a long time, some colleges and universities lacked a certain strength, which led to many teachers with excellent teaching level who were unwilling to come in. Over time, a vicious circle would be created. Colleges and universities can attract talents from various aspects, such as giving certain preferential policies, in terms of the construction of teachers. Combined with the actual development of the current cross-border e-commerce enterprises, the introduction of some teachers with cross-border e-commerce knowledge is the only way to improve the quality of education and teaching.

2.5 Regularly organize e-commerce knowledge explanation activities

In the process of education and teaching in colleges and universities, it is necessary to be able to carry out in-depth cooperation with cross-border enterprises, because the task of colleges and universities is to provide enterprises and the society with the talents they need. The goal of adjusting education and teaching is to cultivate talents who are in line with social development. Colleges and universities can regularly organize relevant training sessions for students, and invite talents from enterprises to give speeches at the school to promote students' understanding of cross-border e-commerce. In addition, colleges and universities can also hire talents with relevant qualifications from cross-border enterprises. The professors of this school guide the cultivation of talents in the school. Only in this way can the high integration of the school and the enterprise be promoted, and the sound development of both can be promoted.

3. Conclusion

Cross-border e-commerce is an industry that has emerged in my country in recent years, and it is of great significance to promote the export of China's trade. The rise of cross-border e-commerce is also increasing the demand for talents, which puts forward higher requirements for the cultivation of talents in colleges and universities. Therefore, colleges and universities should combine the actual development of students and use cross-border e-commerce enterprises to employ talents. Guided by the requirements of the school, constantly innovate in the teaching objectives and the mode of personnel training, and through the school-enterprise cooperation mode, provide students with a good practice platform, promote students' application of knowledge, pay attention to the construction of teachers, constantly to improve the quality of education and teaching, to cultivate talents who adapt to social development, and to promote the development of education and society.

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